

ABSTRACT OF THE DISCLOSURE

[081] In a system that includes a processor and a display device on which video programming can be displayed, a method for transitioning to a video advertisement by displaying a related banner advertisement. The method includes generating, on the display device, a display screen on which a video advertisement is to be displayed, the display screen being generated at a time before a time at which the video advertisement is available to be displayed. A banner advertisement is displayed on the display screen at a region that coincides with a region where the video advertisement is to be displayed. The banner advertisement can have a subject matter that is related to that of the video advertisement or alternatively have any subject matter. When the video advertisement becomes available to be displayed, the method can include replacing the banner advertisement with the video advertisement.

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